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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/248,616	02/11/1999	MATTHEW J. DEANGELIS	EO339/7003MB	9000

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EXAMINER

CAO, DIEM K

ART UNIT	PAPER NUMBER
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2126

DATE MAILED: 03/11/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

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**Office Action Summary**

Application No.

09/248,616

Applicant(s)

DEANGELIS, MATTHEW J.

Examiner

Dien K Cao

Art Unit

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 26 December 2002.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☒ The proposed drawing correction filed on 26 December 2002 is: a) ☒ approved b) ☐ disapproved by the Examiner.  
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

**Priority under 35 U.S.C. §§ 119 and 120**

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).  
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)                      4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)                      5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_                      6) ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. This Office Action is in response to the Amendment filed on 12/26/2002.
2. Claims 1-21 are remained in the Application.

### ***Drawings***

3. The proposed drawing correction and/or the proposed substitute sheets of drawings, filed on 12/26/2002 have been approved by the Examiner. A proper drawing correction or corrected drawings are required in reply to the Office action to avoid abandonment of the application. The correction to the drawings will not be held in abeyance.

### ***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 2, 6, 7, 8-11, 14, 15, 18, and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over DiAngelo et al. (U.S. 6,101,482) in view of Cosic (IEEE, "An Open Medical Imaging Workstation Architecture for Platform-Independent 3-D Medical Image Processing and Visualization").

**As to claim 1**, DiAngelo teaches providing a client-side plug-in component (client machine includes plug-in 50; col. 5, lines 15-27) interacts with some server. However, DiAngelo does not explicitly teach a server-side plug-in component. DiAngelo teaches the operation of the server is governed by a number of server application functions 28 (col. 4, lines 39-43) and suggests server-side plug-in components (The Web server 12 ... plug-ins; col. 5, lines 3-14).

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Cosic teaches a server application include plug-in components (plug-in tools; pages 280-281, and see Fig. 3). One of the ordinary skilled in the art, by the time the invention was made, would either modify the system of DiAngelo as suggested or apply the teaching of Cosic to the system of DiAngelo, providing server-side plug-in components because it would provide the users method to extend or customize the core functionality of the application.

However, DiAngelo as modified by Cosic do not teach associating the client-side plug-in component with the server-side plug-in component, and operating the server-side plug-in component in response to the client-side plug-in component.

DiAngelo teaches client-side plug-in component associates with the server (connect component 52 to server; col. 5, lines 28-31), and operating the server functions in response to the client-side plug-in component (server translates any authorization information ... is recorded; col. 4, lines 43-65). It would have been obvious to one skills in the art, the client-side plug-in component must associated with the server-side plug-in component which implemented server-side functions to obtain the services of server-side plug-in component as taught by DiAngelo.

**As to claim 2**, DiAngelo as modified teaches communicating between the server-side plug-in component and the client-side plug-in component by persisting properties (persistent client-side cookies; col. 5, lines 37-49).

**As to claim 6**, DiAngelo as modified does not explicitly teach identifying whether the server-side plug-in component performs a function selected from the group consisting of preprocessing, post processing and override processing. However, DiAngelo teaches the application be able to any extended or customized (The Web server 12 ... plug-ins; col. 5, lines 3-14), thus any function in the system could be the newly added or overwritten one. It would

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have been obvious, in order to use newly added or overwritten functions, those functions need to be identified, otherwise, old functions will be carry out instead.

**As to claim 7**, DiAngelo as modified teaches a client machine (client machine 10; col. 3, line 67 – col. 4, line 2), a server machine (Web server 12; col. 4, lines 1-6), executing the client-side plug-in component on the client machine (component 54 interacts with the browser ... during the session; col. 5, lines 50-64), executing the server-side plug-in component on the server machine (Authorization translation 30 translates any ... send the result back to the client; col. 4, lines 39-59).

**As to claim 8**, refer to claim 1 for rejection with regards to the teaching of associating a client-side plug-in component with a server-side plug-in component, and operating the server-side plug-in component in response to the client-side plug-in component.

**As to claim 9**, refer to claim 1 for rejection with regards to the teaching of providing a client-side plug-in component and a server-side plug-in component. Also refer to claim 2 for rejection.

**As to claim 14**, refer to claim 1 above for rejection with regards to the teaching of providing a client-side plug-in component, providing a server-side plug-in component. Also refer to claim 2 for rejection with regards to the teaching of communication between the client-side plug-in component and the server-side plug-in component. DiAngelo also teaches configuring the client-side plug-in component into the application (All of these components interact with ... present invention; col. 5, lines 14-27), and configuring the server-side plug-in component into the application (The Web server 12 ... plug-ins; col. 5, lines 3-14).

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**As to claim 18**, refer to claim 1 for rejection with regards to the teaching of providing a client-side plug-in component. Also refer to claim 2 for rejection.

**As to claim 19**, refer to claim 1 for rejection with regards to the teaching of providing a server-side plug-in component. Also refer to claim 2 for rejection.

**As to claims 10 and 15**, refer to claim 7 above for rejection.

**As to claim 11**, refer to claim 6 above for rejection.

6. Claims 3-5, 12, 13, 16, 17, 20, and 21 are rejected under 35 U.S.C. 103(a) as being unpatentable over DiAngelo et al. in view of Cosic further in view of Melchione et al. (U.S. 5,930,764).

**As to claims 3 and 4**, DiAngelo as modified does not teach building a campaign object for a marketing campaign, and including in the campaign object references to client-side plug-in component and server-side plug-in component. Melchione discloses that it is known to provide the steps of building a marketing campaign object (col. 1, lines 52-67; col. 6, lines 26-39; and col. 14, lines 7-36). It would have been obvious to one skilled in the art, at the time the invention was made, use the teaching of campaign object in the system of DiAngelo as modified by Cosic, in order to allow an object in a marketing strategy to more efficiently use data mining for targeting consumers.

**As to claim 5**, DiAngelo as modified does not explicitly teach associate the server-side plug-in component with an operation of the marketing campaign system, and configuring the server-side plug-in component into the campaign object using an interface associated with the operation. DiAngelo as modified teach server-side components carry out multiple operations such as authorization translation, path check, or add log, etc (col. 4, lines 39-66). It would have

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been obvious once the campaign object integrated into the DiAngelo system as a marketing campaign system as mention in claims 3 and 4 above, those operations of the plug-in components would be operations of the marketing campaign system. DiAngelo also teaches using interface for configuration of server-side plug-in component into the campaign object (The Web server 12 ... plug-ins; col. 5, lines 3-14).

**As to claim 12**, refer to claim 4 above for rejection.

**As to claims 13, 16, and 17**, refer to claim 5 above for rejection.

**As to claim 20**, it is the same as the method of claim 5 with regards to the teaching of associating the server-side plug-in component with an operation of the marketing campaign system except this is a computer product claim.

**As to claim 21**, refer to claim 6 above for rejection.

***Response to Arguments***

**Claim 1**

As to Applicant arguments (page 4, lines 5-23) regarding the combination of DiAngelo and Cosic does not teach the limitations of claim 1, and the combination would be counterintuitive. DiAngelo teaches a client-side plug-in component and suggest a server-side plug-in component could be incorporated into the server application (see rejection of claim 1 above). Cosic reference teaches an application including multiple plug-in components. The reference of Cosic is used just to clearly point out an application can include plug-in components. Thus, the reference of DiAngelo alone or in combination with Cosic taught the limitation of “a server-side plug-in component” and “a client-side plug-in component”.

Applicant further argues (page 4, lines 11-12) that there’re no suggests or motivates in either references to “associating client-side and server-side plug-in components with one another”. DiAngelo teaches server-side plug-in components could be used to extend or customize the core functionality of the application. In order to provide new services to the users, changes must be applied to the existing client-side plug-in component or new client-side plug-in must be provided. Thus, DiAngelo inherently teach the limitation “associating client-side and server-side plug-in components with one another”

***Conclusion***

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO**



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MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Diem K Cao whose telephone number is (703) 305-5220. The examiner can normally be reached on Monday - Friday, 9:00AM - 5:00PM.

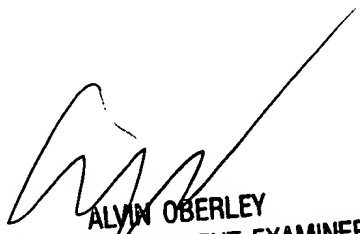
Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

**Any response to this action should be mailed to:**  
Commissioner of Patents and Trademarks  
Washington, DC 20231

**Or fax to:**

- AFTER-FINAL faxes must be signed and sent to (703) 746-7238.
- OFFICIAL faxes must be signed and sent to (703) 746-7239.
- NON-OFFICIAL/DRAFT faxes should not be signed, please send to (703) 746-7140.

Diem Cao  
March 5, 2003

  
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